

**edgeallies**  
international design engineering  
consultants

World  
Architecture  
Festival 2019

# 5x5

International Contest  
of Ideas for a stand design



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## 1. INTRODUCTION

In the context of the World Architecture Festival 2019, **edgeallies**, a brand owned by edgearch: Ahmed Abdulaziz Zaidan Consulting Architects has signed off on the 1st of March 2019 with EMAP (hereafter called the “**Event Organizer**”) a 4 years participation to the World Architecture Festival (hereafter called the “**WAF**”) as main exhibitor as well as main sponsor for the first Engineering Prize category: For collaborative design by architects and structural engineers.

The agreement has included the rent of a 25sqm booth for the 3 days of the venue where to promote the company values, core business activities and services of the engineering design company, in attendance to the Event Organizer rules and prescriptions.

Pursuant to this objective, **edgeallies’** executive board has therefore decided to call for an “International Contest of Ideas for the design of **edgeallies** stand” (hereafter called the “**Contest**”) for the WAF 2019 event taking place at Amsterdam RAI Exhibition and Convention Centre from 4th to 6th of December 2019.

## 2. CONTEST AUTHORITY

The Contest is held by edgearch: Ahmed Abdulaziz Zaidan Consulting Architects (hereafter called “**Contest Authority**”), an international architecture and engineering consulting firm headquartered in Jeddah (KSA) and branched in Rome (Italy), Riyadh (KSA) and Amman (Jordan), in quality of procuring entity, through its own brand called **edgeallies: international design engineering consultants**, (hereafter called “**edgeallies**”).

**edgeallies** is an award-winning global network of engineers, planners, architects, PMs and sustainability consultants that integrate and work together seamlessly to service the design, engineering and construction needs of the East and West, collaborating across offices, sectors and nations to provide the most advanced architectural, engineering and technological leading-edge solutions to meet the needs of clients and users.

By sharing their global and long lasting experience, **edgeallies** has completed the design of airports, stadiums, hospitals, educational buildings, hotels, resorts, embassies, civic and cultural centers, by integrating high-advanced BIM and PM workflows and procedures in the design and project development processes.

## 3. CONTEST DEFINITION

The Contest is structured into a one grade anonymous open call procedure for the evaluation of the design idea proposals.

The Event Organizer to subject the Stand design proposal prior to its fabrication, has established the final deadline for the submission of the proposals by 60 days from the release date of this Terms of Reference (TOR). These terms have been considered appropriate to complete the scope of work and meet the design development time requirements for the fabrication of the awarded design proposal.

The procedure will be run electronically through email communications, in order to guarantee the anonymity and fair conditions of participation.

#### 4. PUBLICITY

The Contest will be sponsored through web media, socials, newsletters and specialized magazines offline and online for a period of 18 days from the release date of this TOR. The Winner and the first four participants shortlisted will be officially announced and publicized through the same above mentioned means.

#### 5. GENERAL PRINCIPLES

The Contest Authority reserves the right to not proceed with the assignment of the prize if none of the project ideas has correspondence with the request of the Contest, do not respond to the exigencies of the Jury members on whose behalf the Contest Authority act or result suitable in relation to the subject of this procedure.

The Contest Authority has the full faculty, at its own discretion, to suspend or revoke any time the procedure, through communication using the official email address, without the possibility for Competitors to claim any rights.

The participation to the Contest implies the acceptance of the Competitor, without reservation, of all rules contained in this TOR. Non-observance of what is established in them leads to automatic exclusion from the Contest.

The official language of the Contest is **English**, the documentation attached to this TOR is made in English, each document for participation in the Contest must be written in its entirety in English and must be made and presented in conformity with the procedures of the Contest at Article 9, 10, 13.

Any document written in languages other than the official language of the Contest will not be taken into consideration.

Clarifications must be formulated exclusively in English and the feedback will be offered in the same language. The graphical representations must use the metric representation system.

The competitors shall not refer to any service, products, marks or brands of the Contest Authority in their project proposals, under penalty of exclusion from the Contest.

#### 6. SCOPE OF THE CONTEST

The objective of this Contest is to propose an innovative concept of **edgeallies'** stand for the World Architecture Festival 2019. The booth's area allocated is 25sqm square plot of 5x5 meters, accessible from all four sides. The maximum height clearance is 4 meters. It is located in a key position of the venue: in front of MIELE's stall, facing the ABB Judge's Speaker Lounge on the right side, and the Inside Hub - Networking area on the left.

The project shall reflect the principle of material and technology sustainability, based on the possibility to disassemble and reassemble the stand structure and its fittings for future uses, including the opportunity to reuse it for the WAF next years event. This approach will be taken into consideration during the evaluation process from the Jury.

At **edgeallies** we develop innovative, comprehensive and sustainable engineering solutions for a future in which society can thrive. Our design approach is economy-centered, collaborative and comprehensive in its integration. Our value

proposition is to enrich projects by bringing together, in a well managed, highly structured organization, construction and technology experts from around the world.

Starting from our brand pay-off: *Engineering driving grand emotions*, 2019's call for all designers, architects, engineers, artists and creatives is to express **edgeallies'** brand identity through our 3 key values we firmly believe into:

### ***Integration, Connections, Trust***

The design of the stand should explicit our company identity that strives to integrate advanced technologies of engineering with the elegance of aesthetic expressed by the architecture and design.

- The value of **Integration** has always been perceived by **edgeallies** as a bridge between the physical and digital world through advanced technologies. All **edgeallies** projects have required the most advanced engineering and technological solutions to meet the needs of not only their clients but also their occupants, users and employees.
- The value of **Connections** involves how people live the spaces, interact with them, get engaged by a 360° live-in experience, as well as how they establish network. Since the dawn of civilization, connecting ideas, people, and goods was the catalyst for human prosperity and development. Reliable and up to date transport and infrastructure is the lifeblood of our communities, cities and our economies. As the world's population grows rapidly, and trade becoming increasingly global, the demand for sustainable, lasting, and expandable transport and infrastructure becomes more urgent and necessary.
- The value of **Trust** represents the base of an alliance, and as Allies we all stand on a solid and long lasting trustee base. This value is fundamental for the human kind for all its decisions, and it is the main driver for establishing, empowering, and evolving any relationships from life to business.

Competitors are also invited to take free inspiration from WAF 2019 Festival Conference Theme: *FLOW - People, Data, Nature, Power*.

## **7. ELIGIBILITY**

The subjects eligible to participate in the Contest are individuals in single or temporary group form, expressly not in conflict with the comma at Article 8 of this TOR.

In case of a temporary group, it shall be identified as team leader the person in charge of all contacts with the Contest Authority. The temporary group is considered as a unique entity for the Contest and the paternity of the ideas is recognized, with the same qualifications and rights, to all the team members.

## **8. INCOMPATIBILITY AND EXCLUSION**

All the Competitors must not be in any of the following conditions:

- a) be an employee or hold any position of function of management or control in the Contest Authority;
- b) participating simultaneously in more than one competing group;
- c) participating simultaneously in single form and in grouping with other Competitors;
- d) place reference to any services, products, marks or brands of the Contest Authority in their project proposals.

In such cases, the exclusion from the Contest is imposed on all Competitors of which the subject is a member or collaborator.

## 9. DURATION OF THE PROCEDURE

The Contest will take place within a maximum overall period of 60 natural and consecutive days from the release date of this TOR.

The above term is purely indicative, as it may be subject to change depending on the progress of the procedure.

## 10. SUBMISSION PROCEDURE

The Contest is structured to have an anonymous procedure to select the best design proposal, to ensure anonymity, fair and equal conditions to the participants, Contest procedures and relations between the Jury and the Competitors, each Competitor will have an anonymous code connected with own identity.

The Competitor who decides to take part to the Contest shall send an email to the Contest address [contestWAF19@edgeallies.com](mailto:contestWAF19@edgeallies.com) by the scheduled terms of participation as indicated in Article 12.

In the email each Competitor is required to express its identity, the members of the group if they are more than one, the name of the leader of the group, who will be the reference contact, and its details, as per the table below:

Single:

<b>Name:</b>	
<b>Profession:</b>	
<b>Email address:</b>	
<b>Phone / Mobile:</b>	
<b>City of provenience / Country:</b>	

Temporary Group:

<b>Team Leader Name:</b>	
Team Members Name 1 / 2 / 3 / 4 / etc..:	
<b>Team Leader Profession:</b>	
<b>Team Leader Email address:</b>	
<b>Team Leader Phone / Mobile:</b>	
<b>City of provenience / Country:</b>	

After receiving the participation email, the Contest Authority will appoint an external unbiased member who will assign a unique alphanumeric code per each request, and communicate it by email to each subject. This code identifies the name of the Competitor or the temporary group, is personal and shall not be publicized in any way or mean.

The alphanumeric code is the only instrument that can be used to interface with the Contest Authority and is the only personal data that is possible to show in the Contest submittals. (If this principle will not be followed, the Competitor will be excluded from the Contest).

For the final submission all required documents shall be saved under one zip file and labeled with the assigned alphanumeric code to ensure anonymity, transmitted by Wetransfer ([www.wetransfer.com](http://www.wetransfer.com)), indicating in the subject the alphanumeric code, and paying attention to put in the sender and recipient mandatory field the following email address: [contestWAF19@edgeallies.com](mailto:contestWAF19@edgeallies.com)

Any Wetransfer package received by a recognizable email address will be immediately excluded from the Contest.

## 11. SUBMISSION REQUIREMENTS

On pain of exclusion, the project idea developed by the Competitor must be composed of the following documents:

- a) One (1) illustrative technical report in UNI A4 format as a PDF file of maximum three (3) folders including an explanation of the conceptual design principles and a detailed project cost estimation in compliance with the total estimated investment as specified in Article 11, and based on the Annex 2 - Budget sheet Template;
- b) Two (2) boards in UNI A3 format as PDF files containing plans, sections, elevations, perspective views and any other drawings, schemes or diagrams explaining the principles of the concept.

The absence of one of the mandatory documents listed above will result in the ineligibility of the project idea and consequently the exclusion from the Contest.

Any unrequested entries will be excluded from the evaluation.

The illustrative report layout shall comply with the following:

- a) page format: A4;
- b) font type: Arial;
- c) font size: 12;
- d) line spacing: 1,5;
- e) 25 lines per page.

On pain of exclusion, all documentation uploaded in the submission package shall be:

- a) absolutely anonymous in all its parts, both obvious and hidden;
- b) strictly complying with the detailed technical specifications relating to its format and size.

It will be considered a violation of anonymity any symbols, signs or other identifying elements, the Competitor will place on the submittal.

The package that will be uploaded must not allow identifying the ownership of the files themselves.

A violation of anonymity means the exclusion from the Contest.

## 12. BUDGET

The final cost of the project will be the object of evaluation for the final result of the Contest.

Under penalty of unacceptability of the proposal, the Competitor will have to elaborate a project idea which has an estimated total investment for the completion of the intervention not exceeding **20,000.00 Euro** (net of design fees and VAT costs if due), and including all technical equipment (lighting, furniture, graphic, screens, etc..)

The mentioned amount represents a binding economic limit for the admissibility of ideas projects, therefore those that will present a total cost summary higher than the one indicated above will be excluded.

#	ID	DESCRIPTION	COST
1	Structural Element	Shell Scheme, Rigging, Substructure, Posts and Beams, etc..	€ 4,000.00
2	Material	Wall, Floor and Ceiling Covering and Finishes, including any printed signing/logo	€ 6,500.00
3	Lighting Fixtures	Spot lights, chandelier, pendant, floor lights, table lamps, track lights, wash lights, etc..	€ 2,500.00
4	Audio Visual Equipments	Sound speakers, video screens, projectors, video monitors, recording equipment, augmented reality/virtual reality equipment, etc..	€ 3,000.00
5	Furniture	Table, Chairs, Literature Rack, Waste Bins, Fridge, etc..	€ 4,000.00
<b>TOTAL</b>			<b>€ 20,000.00</b>

## 13. CALENDAR

The deadlines of the Contest are as follows:

Contest release date	<b>15<sup>th</sup> July 2019 - 12:00</b>
Deadline for Registration	<b>2<sup>nd</sup> August 2019 - 12:00</b>
Deadline for Clarification questions	<b>31<sup>st</sup> July 2019 - 12:00</b>
Date of publication of answers to clarifications	<b>1<sup>st</sup> August 2019</b>
Deadline for submission of the proposals	<b>13<sup>rd</sup> September 2019 - 12:00</b>
Date of publication of the Winner	<b>23<sup>rd</sup> September 2019</b>

At the end of Contest procedure, the Contest Authority will follow these deadlines for the development and execution of the awarded design proposal:

Deadline for communication of partnership for design development	<b>27<sup>th</sup> September 2019 - 12:00</b>
Conclusion of design development	<b>18<sup>th</sup> October</b>
Fabrication time frame	<b>21<sup>st</sup> October 2019 - 18<sup>th</sup> November 2019</b>

#### 14. ANONYMITY

The evaluation of the project ideas will take place in an absolutely anonymous form.

Therefore, the documents that compose the project idea must not be signed otherwise the Competitor will be excluded.

No reports or boards containing names, properties, origin or indications, and more generally identification signs of the Competitor will be accepted.

Identifying signs are those signs that contain a reference to a specific person or entity, made objectively identifiable, and conventional signs, those that have no identifying value in themselves but that can still be used as a sign of recognition by unlawful agreement between the Competitor and the Jury members, such as to reveal or suggest the identity of the Competitor itself: consequently, the Competitor will be excluded from the Contest.

Competitors are required to pay the utmost attention to the generation of digital files, which shall not contain any reference to the “properties” of the author.

The Competitor will also be excluded:

- a) if it makes the project idea or part of it, public before the Jury has officially expressed and formalized its judgment;
- b) if anonymity has been violated in any way;

It is absolutely forbidden for all Competitors, under penalty of exclusion from the Contest, to publish the project ideas or part thereof and/or to make them known to third parties during the execution of the Jury’s decisions and before they are made public.

#### 15. JURY COMMISSION

For the evaluation of the project ideas submitted by the Competitors, the Contest Authority has appointed an international Jury Commission (hereafter called the “**Jury**”), composed of five (5) members, one of whom acts as Chairman.

The Jury will be composed by professionals with extensive experience and qualification in design, architecture and engineering. The members are here listed:

- Ahmed Zaidan (edgeallies) - Chairman
- Pasquale Lorusso (edgeallies)
- Paola Cattarin (Zaha Hadid Architects)
- Roueïda Ayache (Architecture Studio FR)
- Myriam Giangiacomo (Philosopher)

The members of the Jury shall examine the project ideas submitted by the Competitors anonymously and exclusively on the basis of the criteria specified in the guidelines at Article 15.

The duration of the Jury's work and the number of sessions will be adjusted to the number of project ideas submitted, it is understood that the Jury members may work remotely.

The Jury decisions shall be taken by majority vote and shall be binding.

## 16. EVALUATION PROCESS AND CRITERIA

The selection process to determine which will be the winning proposal will keep the integrity and the anonymity of the submitted packages, and it will take place in a private session of the Jury's work.

Once the deadline for the submission of the applications have passed, as per the Calendar at Article 12, an external unbiased member will take care of:

- a) creating a database of folders labeled with the alphanumeric code of each Competitor; this database will be kept separated from the one created during the registration phase. The external member only will have access to both;
- b) checking the integrity of all files. Each folder shall contain the Illustrative Report and Boards presented by each Competitor;
- c) reporting any omissions, lack of mandatory files, or violation of anonymity. The non-compliance to the prescriptions of this TOR will result in the exclusion of the Competitor;
- d) circulating the project folders to the Jury members;
- e) commencing, in one or more reserved sessions, the examination of the applications received from the Competitors;
- f) receiving by the Jury the shortlisted projects ranking labeled by the alphanumeric code;
- g) matching the shortlist of codes with the registration entry data of each Competitor;
- h) announcing the Winner name and the four final entries by official email to all Competitors.

In the evaluation of the project ideas, the Jury will have 50 points.

The evaluation of the project ideas through the attribution of the scores by the individuals' Jury members, will be carried out on the basis of the criteria set out in the table below:

ID.	CRITERIA	POINTS
1	Integration of different technologies, innovative design that merge engineering design and architecture principles through materials and cutting-edge/experimental tools.	10 points
2	Ability to create a smart experience of engagement for the visitors of the stand, focusing on a 360° accessibility	10 points
3	Expressing in an effective and original way the concept of Trust generated between people, corporates and communities	10 points
4	Possibility to disassemble and reassemble the stand structure and its fittings for future uses	5 points
5	Compliance to the budget assignment, and technical feasibility of the provided systems with a fabrication time of maximum 45 days	15 points
	<b>TOTAL</b>	<b>50 points</b>

The Jury shall proceed to:

- a) verify the completeness of the documentation of the project ideas, and, if necessary, to request the corresponding exclusions;
- b) evaluate the individual project ideas anonymized according to the criteria defined above, attributing the scores and drawing up the resulting anonymous ranking of the project ideas;
- c) carry out the evaluation even if there is only one project idea.

The Winner and the first four participants shortlisted will be officially announced and publicized through the same mentioned means at Article 4.

The Jury will conduct its works according to the Calendar at Article 12.

## **17. AWARD**

The First Prize awarded will receive a lump fee of 1800,00 € (one thousand and eight hundred Euro). Only the 1st project classified is declared the Contest Winner.

The sum indicated above shall be intended as all-inclusive, including VAT, of statutory contributions and taxes.

If the winner of the Contest has participated in the form of a group, the prize will be paid to the person who is the leader of the temporary group.

By participating in the Contest, the Winner accepts that the Contest Authority can exercise, after receiving the payment of the prize, the faculty to use the project idea, and therefore allow the Contest Authority's team to start the activity of design development and engineering of the awarded proposal up to the fabrication stage.

Within four days from the announcement of the Winner, the reference person will be contacted by the Contest Authority for an interview to discuss the possibility to be involved in the design development phase.

Furthermore, the Contest Winner will appear in the design credits, as one of the creators together with the design team. With the payment of this award, ownership of the awarded design proposal is transferred to the Contest Authority.

NOTES: It will be up to the Contest Authority to assign the development of the awarded project to the Winner in coordination with the Contest Authority's technical department upon the formalization of a consultancy agreement. After the payment of the prize, the property of the idea become exclusively property of the Contest Authority.

## **18. CLARIFICATIONS AND COMMUNICATIONS**

Competitors may request any further information regarding this Contest within the deadline indicated in this TOR, exclusively through the sending of an email to this email address: [contestWAF19@edgeallies.com](mailto:contestWAF19@edgeallies.com)

Request for clarifications received verbally, by telephone, by different email or after the above deadline will not be taken into consideration.

## **19. COPYRIGHT**

With the payment of the prize, the design concept awarded becomes property of the Contest Authority, which acquires the right irrevocably free of charge, without time limits and sublicensable, to use, reproduce, modify, adapt, publish, translate, create derivative works, distribute, (by any means, through any channel and in any format permitted by the technology and in the manner deemed most appropriate) within the limits of what is permitted by applicable law.

The Contest Authority also reserves the right to publish the project ideas, the results of the Contest after its conclusion, indicating the authors, without paying any further compensation. Competitors retain the copyright and intellectual property of the respective project ideas, so as regulated by current legislation, and are free to publish them without limitation only and exclusively after the official conclusion of the Contest.

## **20. EXHIBITION**

The Contest Authority, even without the prior consent of the Competitors themselves, may provide for the exhibition (also on its institutional website) of all or a selection of project ideas submitted to the Contest, indicating the names of their authors, with no duty to Competitors.

For these activities, the Contest Authority may request high-resolution files (.tiff) of the project boards.

## **21. PERSONAL DATA TREATMENT**

The data collected will be processed, including by computer, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data, as well as to the free movement of circulation of such data and repealing the Directive 95/46/EC (subsequently called GDPR), for the purposes of this Contest of Ideas, in accordance with the provisions in force. They may be communicated to other subjects only for purposes strictly related to this Contest.

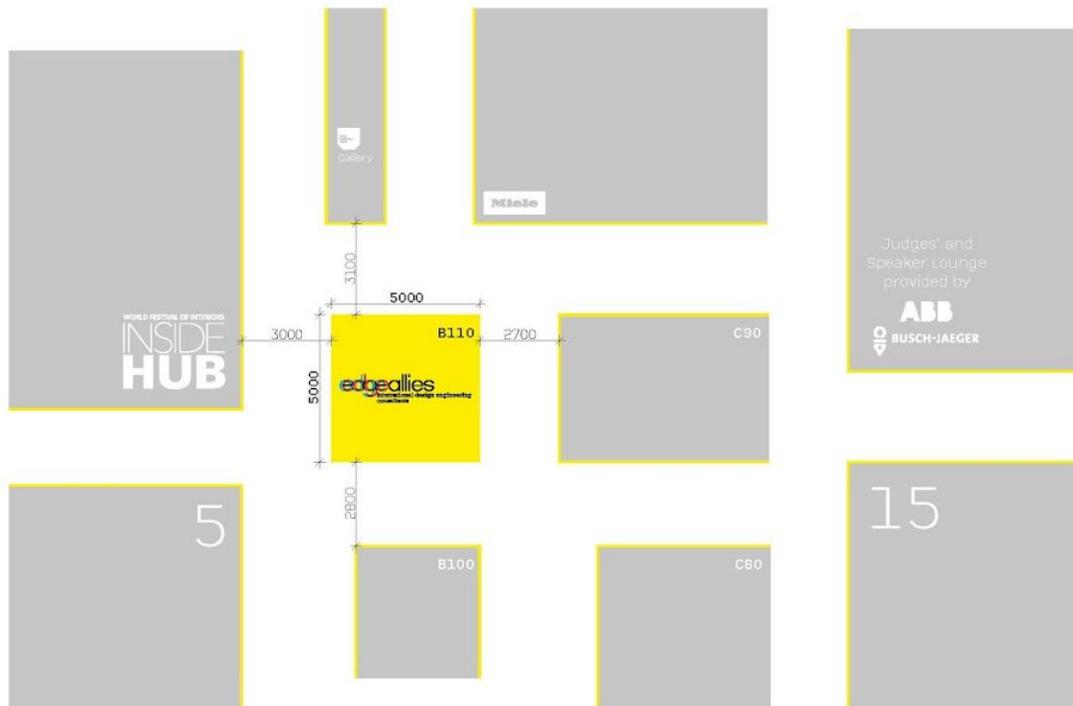
### **LIST OF ANNEXES:**

- Annex 1: Floorplan and Clearance
- Annex 2: Budget Sheet Template

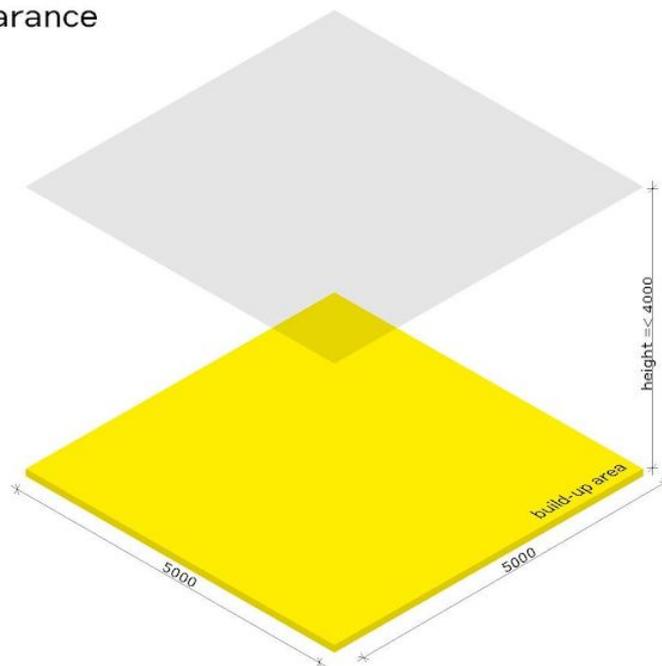
**edgearch: Ahmed Zaidan Consulting Architects**  
Rome, July 7th 2019

## ANNEX 1: Floorplan and Clearance

### General floor plan



### Space clearance



## ANNEX 2: Budget Sheet Template

#	ID	DESCRIPTION	COST (Euro)
1	<b>Structural Element</b>	Item # ..... Item # ..... Item # .....	..... ..... .....
2	<b>Material</b>	Item # ..... Item # ..... Item # .....	..... ..... .....
3	<b>Lighting Fixtures</b>	Item # ..... Item # ..... Item # .....	..... ..... .....
4	<b>Audio                      Visual Equipments</b>	Item # ..... Item # ..... Item # .....	..... ..... .....
5	<b>Furniture</b>	Item # ..... Item # ..... Item # .....	..... ..... .....

**GRAND TOTAL**